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FOR IMMEDIATE RELEASE  
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## ***"DON'T TRASH AZ"***

### ***Governor Announces Campaign to Reduce Litter, Clean Up Arizona Roadways***

PHOENIX – Governor Janet Napolitano today announced ***"Don't Trash AZ,"*** a new statewide campaign to motivate Arizonans to pitch their trash into trash cans, not onto the roadways. ***"Don't Trash AZ"*** is a cooperative effort between the Governor's Office, the Arizona Department of Transportation, the Maricopa Association of Governments and other state agencies.

"It's just sad that as we drive along our freeways and streets, we see soda cans, napkins, cigarette butts, paper, coffee cups, even large boxes and plastic buckets," Governor Napolitano said. "This is more than an eyesore; litter is expensive to clean up and makes for very dangerous driving conditions."

Debris on roadways nationwide causes approximately 25,000 accidents each year and more than 80 fatalities. Between 1999 and 2001, Arizona reported five fatal accidents due to road debris.

"The negative image created by litter affects every Arizonan," said the Governor. "It not only affects our quality of life, but it creates a negative appearance for tourists, businesses considering relocating to the state and the employees those businesses move or recruit to work in Arizona."

"Litter detracts from the great community we live in," Maricopa County Supervisor Fulton Brock said. "Certain litter, especially cigarette butts, contains toxic chemicals that leak into our air and water."

Each month the Arizona Department of Transportation (ADOT), removes more than 4,000 bags of trash from the freeway system in Maricopa County alone. Last year, ADOT spent \$2.5 million and 74,000 hours removing litter from its 6,152 miles of freeways throughout the state. Despite all Arizona's clean up efforts and the countless hours of volunteers like Adopt A Highway groups, this garbage is still easily seen on our roadways.

Along with the approximately \$6 million the Maricopa Association of Governments (MAG) is spending on litter control and landscape maintenance on freeways, MAG is also developing a new litter prevention and education campaign.

***"Don't Trash Arizona"*** is crucial for keeping our cities and counties litter free," Phoenix Councilmember Peggy Bilsten said. "A strong anti-litter education program will teach Arizona's children to have pride in their communities. They can become the generation that keeps Arizona beautiful for everyone."

The Governor encouraged every Arizonan to play a role in the “*Don’t Trash AZ*” campaign. Arizonans can:

- Use trash receptacles
- Carry a litterbag in your car
- If you witness someone littering, call the litter hotline
  - In the Phoenix area - 602.712.4683
  - Outside of Phoenix - toll free 1.877.3LITTER (1.877.354.8837)
- Become one of the more than 2,200 individual volunteers or more than 100 companies that participate in the state’s Adopt A Highway Program.

For more information, please visit [www.azgovernor.gov/donttrashaz](http://www.azgovernor.gov/donttrashaz).